

PHILIP MORRIS U.S.A.
INTER - OFFICE CORRESPONDENCE NOV 24 1981
100 Park Avenue, New York, N.Y. 10017

RECEIVED

11 NOV 24 1981
Date: November 24, 1981

To: J. Thompson
From: C. Beck *10*
Subject: Chicago Tribune Rate Increase

Newspapers

The Chicago Tribune has announced a rate increase for national advertising of 14% effective January 1st. In addition, they are revising their frequency discount. Instead of receiving substantial discounts on each of the 2 pages required, we will now pay full rate for the first ad and discount the second.

The inflationary increase and the increase on frequency rates will gross to approximately a 26% increase for Philip Morris in 1982. They have offered suggested methods to reduce the impact of this increase, primarily through the use of newsplan which we have not used with Tribune in the past.

By adding newsplan, we can hold our net increase down to a 13.3% increase next year.

CB/sm

Claude

*Claude -
why don't we just drop the Tribune back
to a regular schedule?*

V F.

*newsplan will hold down
increases - use for '82
C.B.
1/82*

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